MULTIMEDIA UNIVERSITY

STUDENT ID NO

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FINAL EXAMINATION

TRIMESTER 3, 2022/2023

BIS2024 – BUSINESS INFORMATION SYSTEMS

(All sections/Groups)

7 OCTOBER 2023
9.00 a.m. – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 3 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A and Section B in the Answer Booklet provided.

SECTION A: Structured Questions (65 Marks)

QUESTION 1

(a) Briefly explain **FOUR (4)** components of information system. Draw a diagram to show the relationship of the **FOUR (4)** components. (10 marks)

(b)
(i) If you are going to add **ONE (1)** more component in the information system, what component would you add? (5 marks)

(ii) Why would you add the component? (5 marks)

(iii) Draw a diagram with all the **FIVE (5)** components. (5 marks)

(c) Describe which **ONE (1)** component is the most important in the information system based on your diagram in (b). Provide at least **TWO (2)** reasons to support your answer. (15 marks)

(Total: 40 marks)

QUESTION 2

(a) List and describe the **FIVE (5)** V characteristics of big data. (15 marks)

(b) Explain what and how in-memory databases work. (10 marks)

(Total: 25 marks)

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SECTION B: Case Study (35 Marks)

Arena Flowers online communications

Although we are florists in the traditional sense, at the heart of our business model is a website which makes shopping an enjoyable experience for our customers. Arena Flowers (www.arenaflowers.co.uk) has always prided itself on offering unique customer-focused experiences and believes that technology plays a significant role in achieving this. Since its inception we have envisaged customer needs and requirements and tailored our website accordingly. We have continually sought customer feedback and worked extensively to make improvements to make ordering flowers and gifts an incredible experience for the customer. Everything from the website interface to product display, shopping cart and the checkout is an intuitive process.

We have leveraged the features of Web 2.0 to make Arena Flowers website an enjoyable experience while ensuring the highest security standards to protect our customers from Internet fraud. However, that represents one dimension of our website. Like all other online businesses, it is vital for Arena Flowers to be found by customers and we rely extensively on Internet marketing to achieve this. The Internet has changed the way we interact with our stakeholders. It is a vibrant and rich advertising medium full of opportunities despite being multi-faceted. It requires a variety of strategies to be woven together to succeed.

The significant aspect of Internet marketing is the ability to deliver relevant content to consumers at the right time. On the web, marketing and communications has shifted from the one-size-fits-all approach of traditional advertising to delivering the right information at the right time to help consumers in making a decision. The crux of our Internet marketing strategy is marketing for search engines. Search is an intrinsically buyer-led medium, which is flexible and responsive to consumer tastes. Research indicates that Internet users rarely type website addresses into the browser bars – they locate them through search engines such as Google, Yahoo, Ask or Live.

Therefore, it is necessary for Arena Flowers to promote search rankings by improving our website's structure and content. It is important for us to appear as near as possible to the top of search engine results for a set of keywords. We achieve this by investing in considerable time and resources to research and identify a number of measures including keywords, on-site content, external link partners etc. while ensuring that the structure of our website is search engine friendly to warrant a listing.

Apart from search engines, we focus on other broader Internet marketing strategies to insulate our reliance on search. Online mediums such as blogs, podcasts, streaming video, etc. are changing the way consumers research and buy products and services, necessitating Arena's presence on such mediums.

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Furthermore, we also have a number of additional systems in place including affiliate marketing, social networking such as Facebook, Twitter, Squidoo etc., comparison shopping, newsletters etc. We constantly evolve with the Web 2.0 medium to strengthen our web presence. These initiatives help in getting prospective customers to Arena Flowers.

From the beginning, we have strived to strike the right balance between technology and design to benefit from the important and powerful marketing channel – the Internet. Through the Internet, we are committed to engaging in a personal relationship with our customers to provide them with value added service. We regularly measure our Internet marketing efforts internally and we feel happy to see an increase in the number of visitors to our website, conversions, sales, customer feedback etc. But we certainly feel privileged when we get appreciated by an unexpected quarter – to be cited by an academic text on Internet marketing. It highlights the success of our Internet marketing efforts and motivates us further to take it to the next level.

(Source: Digital Business and e-Commerce Management, 6th Edition, p.416)

QUESTION 3

(a) How did Arena Flowers use Google AdWords to grow its business and reach customers worldwide? (5 marks)

(b) What is the key focus of Arena Flowers' Internet marketing strategy, and how do they aim to improve their search rankings? (10 marks)

(c) Apart from search engines, what other Internet marketing strategies does Arena Flowers employ to enhance its online presence and customer reach? (5 marks)

(d) How does Arena Flowers balance technology and design to enhance the customer experience on their website? (5 marks)

(e) How does Arena Flowers measure the success of its Internet marketing efforts, and how do they plan to adapt in the future? (10 marks)

(Total: 35 marks)

End of Paper